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PNC

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**PNC BANK AND THE KAUFFMAN CENTER FOR THE PERFORMING ARTS
ANNOUNCE NEW MULTI-YEAR SPONSORSHIP**

PNC will be the exclusive bank sponsor of Kansas City, Missouri's leading performing arts center

Kansas City, MO – The Kauffman Center for the Performing Arts announced today a new relationship with PNC Bank. The announcement positions PNC as the Kauffman Center's exclusive bank sponsor for the next three years. The relationship will feature PNC as the exclusive bank sponsor for the Kauffman Center's Ensemble business membership program and a new art installation at the Center. In addition, PNC will be a key sponsor of the Kauffman Center's programming series Kauffman Center Presents.

A unique feature of the sponsorship will include the 2018 debut of the PNC Grow Up Great Children's Wall, a new colorful visual art installation in the Kauffman Center which will include handprints provided by local preschoolers. The wall complements PNC's signature philanthropic initiative, PNC Grow Up Great, which is focused on early childhood education and school readiness for preschoolers in underserved communities.

Today's announcement with the Kauffman Center serves as one of the most significant community relationships PNC has formed since expanding its presence in the Kansas City region earlier this year. In January, PNC implemented its regional president service model to enhance its efforts to deliver corporate banking services and invest in local philanthropic initiatives.

"The Kauffman Center for the Performing Arts is recognized as a world class home for arts and cultural events. This new sponsorship reflects PNC's long history of supporting arts and culture across all of the regions where we live and work," said Dale Klose, PNC Regional President for greater Kansas City. "The arts and culture play a significant role in driving local economic growth. Together with the Kauffman Center, we want to contribute to the success of the arts community and the Kansas City region as a whole."

The economic impact of cultural organizations, such as the Kauffman Center, on their local communities is substantial. Research conducted by Americans for the Arts this year estimates that spending by cultural audiences in Kansas City alone exceeds \$96.5 million.

“Our relationship with PNC Bank strengthens the Kauffman Center’s role to provide year-round quality performing arts experiences. We are looking forward to working with PNC, an established and respected financial institution whose profile and philanthropic interests, both locally and nationally, align so well with those of the Kauffman Center,” said Paul Schofer, President and Chief Executive Officer for the Kauffman Center for the Performing Arts. “We are excited to further connect audiences with performances and events at the Kauffman Center, which enrich our cultural heritage and make the city an even more attractive destination for visitors, businesses and the community overall.”

PNC BANK

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit www.pnc.com.

KAUFFMAN CENTER FOR THE PERFORMING ARTS

The Kauffman Center for the Performing Arts – a major not-for-profit center for music, opera, theater and dance designed by Moshe Safdie – opened in 2011. Serving as a cultural cornerstone for Kansas City and the region, the Kauffman Center delivers extraordinary and diverse performing arts experiences. Honored as one of the World’s 15 Most Beautiful Concert Halls, the Kauffman Center attracts some of the world’s most renowned performers and entertainers.

Through educational outreach programs and community enrichment, the Kauffman Center supports Kansas City as a cultural destination. More information on the Kauffman Center for the Performing Arts is available at kauffmancenter.org.

Follow the Kauffman Center on Facebook, Twitter and Instagram to get more details about upcoming performances and behind-the-scenes access.



#kauffmancenter